

ORDER



Orders
Order / Rev: 186166
Alt Order #:
Product Desc: Romney for President
Estimate: 414 :60's
Flight Dates: 09/28/12 - 10/02/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency Name: American Rambler Production
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: President/Romney (R)
Demographic: A25-54
Product Codes: PL1-President
Priority: P3
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	25	\$59,150.00	\$50,277.50
10/01/12	10/02/12	24	\$64,790.00	\$55,071.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	25	\$59,150.00	\$50,277.50	0.00
October 2012	24	\$64,790.00	\$55,071.50	0.00
Totals	49	\$123,940.00	\$105,349.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/01/12	10/02/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A	CA	7A-9A	22-----	1:00	4	\$1,250.00	P3	0.00	NM	4	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	22-----					4	\$1,250.00		0.00			
N 2	KMGH	09/28/12	09/28/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A	CA	7A-9A	----2--	1:00	2	\$900.00	P3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----2--					2	\$900.00		0.00			
N 3	KMGH	10/01/12	10/02/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a	11-----	1:00	2	\$600.00	P3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11-----					2	\$600.00		0.00			
N 4	KMGH	09/28/12	09/28/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a	----1--	1:00	1	\$450.00	P3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$450.00		0.00			
N 5	KMGH	10/01/12	10/02/12	The View THE VIEW	CA	10A-11A	11-----	1:00	2	\$900.00	P3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11-----					2	\$900.00		0.00			
N 6	KMGH	09/28/12	09/28/12	The View THE VIEW	CA	10A-11A	----1--	1:00	1	\$1,100.00	P3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KMGH	09/28/12	09/28/12	The View THE VIEW	CA	10A-11A	----1--	1:00	1	\$1,100.00	P3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$1,100.00		0.00			
N 7	KMGH	10/01/12	10/01/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	1-----	1:00	1	\$550.00	P3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$550.00		0.00			
N 8	KMGH	09/28/12	09/28/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	----1--	1:00	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$500.00		0.00			
N 9	KMGH	10/01/12	10/02/12	General Hospital General Hospital	CA	1P-2P	11-----	1:00	2	\$850.00	P2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11-----					2	\$850.00		0.00			
N 10	KMGH	09/28/12	09/28/12	General Hospital General Hospital	CA	1P-2P	----1--	1:00	1	\$750.00	P3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$750.00		0.00			
N 11	KMGH	10/01/12	10/02/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm	11-----	1:00	2	\$900.00	P3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11-----					2	\$900.00		0.00			
N 12	KMGH	09/28/12	09/28/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm	----1--	1:00	1	\$800.00	P3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$800.00		0.00			
N 13	KMGH	10/01/12	10/02/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	11-----	1:00	2	\$1,500.00	P3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11-----					2	\$1,500.00		0.00			
N 14	KMGH	09/28/12	09/28/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	----2--	1:00	2	\$1,900.00	P2	0.00	NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----2--					2	\$1,900.00		0.00			
N 15	KMGH	10/01/12	10/02/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	21-----	1:00	3	\$4,100.00	P2	0.00	NM	3	\$12,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	21-----					3	\$4,100.00		0.00			
N 16	KMGH	09/28/12	09/28/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	----1--	1:00	1	\$3,500.00	P2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$3,500.00		0.00			
N 17	KMGH	10/01/12	10/02/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	11-----	1:00	2	\$4,720.00	P2	0.00	NM	2	\$9,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11-----					2	\$4,720.00		0.00			
N 18	KMGH	09/28/12	09/28/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	----1--	1:00	1	\$3,500.00	P2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----1--					1	\$3,500.00		0.00			
N 19	KMGH	10/01/12	10/02/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	11-----	1:00	2	\$2,000.00	PREE	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11-----					2	\$2,000.00		0.00			
N 20	KMGH	09/28/12	09/28/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	----1--	1:00	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N20	KMGH	09/28/12	09/28/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P ---- 1--	1:00	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---- 1--		1		\$1,500.00		0.00				
N21	KMGH	10/01/12	10/01/12	ABC Mon A Dancing With The Stars	CA	7P-9P M-----	1:00	2	\$12,000.00	P3	0.00	NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----		2		\$12,000.00		0.00				
N22	KMGH	09/28/12	09/28/12	ABC Fri A ABC Fri A	CA	7P-8P ---- 1--	1:00	1	\$2,250.00	P3	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---- 1--		1		\$2,250.00		0.00				
N23	KMGH	09/28/12	09/28/12	ABC Fri B ABC Fri B	CA	8P-9P ---- 1--	1:00	1	\$2,100.00	P3	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---- 1--		1		\$2,100.00		0.00				
N24	KMGH	09/28/12	09/28/12	ABC Fri C ABC Fri C	CA	9P-10P ---- 1--	1:00	1	\$2,350.00	P3	0.00	NM	1	\$2,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---- 1--		1		\$2,350.00		0.00				
N25	KMGH	09/29/12	09/29/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A ----- 1-	1:00	1	\$400.00	P2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----- 1-		1		\$400.00		0.00				
N26	KMGH	09/29/12	09/29/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A ----- 1-	1:00	1	\$350.00	PREE	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----- 1-		1		\$350.00		0.00				
N27	KMGH	09/29/12	09/29/12	ABC College FB -Afternoon ABC College FB-Afternoon	CA	130P-5P ----- 1-	1:00	1	\$2,000.00	P3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----- 1-		1		\$2,000.00		0.00				
N28	KMGH	09/30/12	09/30/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A ----- 1	1:00	1	\$400.00	P3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----- 1		1		\$400.00		0.00				
N29	KMGH	09/30/12	09/30/12	THIS WEEK w/George S This Week	CA	8A-9A ----- 1	1:00	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----- 1		1		\$1,150.00		0.00				
N30	KMGH	09/30/12	09/30/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A ----- 1	1:00	1	\$450.00	P3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----- 1		1		\$450.00		0.00				
N31	KMGH	09/30/12	09/30/12	ABC Sun C ABC Sun C	CA	8P-9P ----- 2	1:00	2	\$13,500.00	P2	0.00	NM	2	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----- 2		2		\$13,500.00		0.00				
N32	KMGH	09/30/12	09/30/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P ----- 2	1:00	2	\$1,500.00	P3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----- 2		2		\$1,500.00		0.00				
												Totals	49	\$123,940.00